

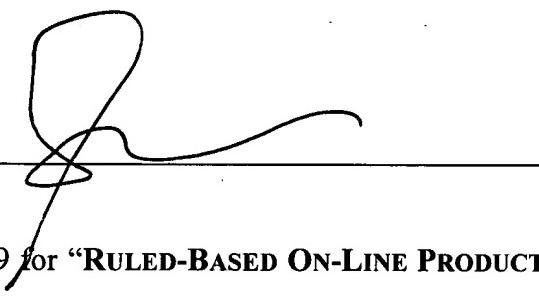


CERTIFICATE OF EXPRESS MAIL  
(PATENT)

Attorney Docket No. 05222.00131

Express Mail No. EL 995824225 US  
Deposited May 10, 2004

I hereby certify that the attached correspondence, identified below, is being deposited with the United States Postal Service as "Express Mail Post Office to Addressee" under 37 CFR §1.10 on the date indicated above and is addressed to Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

By: 

Devitt, et. al., U.S. Patent Application No. 09/910,159 for "**RULED-BASED ON-LINE PRODUCT SELECTION**"

- Transmittal Form (in duplicate)
- Amendment (11 pages)
- Return Receipt Postcard

**RECEIVED**

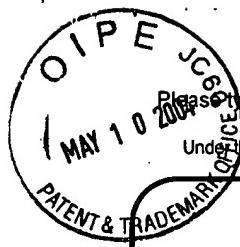
MAY 14 2004

**RECEIVED**

MAY 21 2004

Technology Center 2100

**GROUP 3600**

Please type a plus sign (+) inside this box → 

PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number

09/910,159

Filing Date

July 20, 2001

First Named Inventor

Devitt

Group Art Unit

2165

Examiner Name

Fishetti

Total Number of Pages in This Submission

Attorney Docket Number

05222.00131

**RECEIVED**

MAY 21 2004

**GROUP 3000****ENCLOSURES (check all that apply)** Fee Transmittal Form Assignment Papers  
(for an Application) After Allowance Communication to Group Fee Attached Drawing(s) Appeal Communication to Board of Appeals and Interferences Amendment / Response Licensing-related Papers Appeal Communication to Group  
(Appeal Notice, Brief, Reply Brief) After Final Petition Proprietary Information Affidavits/declaration(s) Petition to Convert to a Provisional Application Status Letter Extension of Time Request Power of Attorney, Revocation Change of Correspondence Address Other Enclosure(s)  
(please identify below): Express Abandonment Request Terminal Disclaimer**Certificate of Express Mail  
Return Receipt Postcard** Information Disclosure Statement Request for Refund Certified Copy of Priority Document(s) CD, Number of CD(s) \_\_\_\_\_ Response to Missing Parts/  
Incomplete Application

Remarks

Please charge any additional fees or credit overpayment to Deposit Account No. 19-0733. A duplicate copy of this sheet is enclosed.

 Response to Missing  
Parts under 37 CFR  
1.52 or 1.53**Express Mail No. EL 995824225 US****RECEIVED**

MAY 14 2004

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT****Technology Center 2100**

Firm or Individual name	Kenneth F. Smolik Banner & Witcoff, Ltd.
Signature	<i>Kenneth F. Smolik</i>
Date	May 10, 2004

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
Attorney Docket No. 005222.00131

In the Application of Devitt, et al. )  
Application No. 09/910,159 ) Examiner: Fishetti, Joseph A  
Filed: July 20, 2001 ) Art Unit: 3627  
For: RULE-BASED ON-LINE PRODUCT ) Confirmation No. 2587  
SELECTION )

AMENDMENT

RECEIVED

Mail Stop Non-Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

MAY 14 2004

Technology Center 2100

RECEIVED  
MAY 21 2004

GROUP 3600

Dear Sir:

This is in response to the Office Action mailed February 12, 2004. The Examiner set a three-month period for response, thus making this response due on or before **May 12, 2004**. It is believed there is no fee due in connection with this filing. If a fee is due, the Office is authorized to charge such a fee to Deposit Account No. 19-0733.

The Amendment section begins on page 2 and the Remarks section begins on page 8.

Please amend the application as follows.